

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 030928Z FEB 76

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 7691

USIA WASHDC

UNCLAS VIENNA 0793

EO 11652: N/A

TAGS: ETRD, AU

SUBJ: TRAVEL USA PROGRAM

1. SUMMARY. EMBASSY HAS TAKEN INITIATIVE IN TRAVEL PROMOTION PROGRAM

WHICH MAY RESULT IN PARTICIPATION BY US CARRIERS AND BANKS AND FIRMS FROM AMERICAN AND LOCAL TRAVEL INDUSTRY IN SUPPORTING JOINT PARTICIPATION IN TRAVEL INFORMATION PAVILION AT GRAZ FALL FAIR. OTHER ACTIVITIES CONTEMPLATED IN WHICH TRAVEL INDUSTRY EXPRESSED GREAT INTEREST INCLUDE SPECIAL U.S. TRAVEL SEMINARS AT AMERIKA HAUS. WASHINGTON SUPPORT WILL BE ESSENTIAL IN PROCURING TRAVEL BROCHURES AND RELATED MATERIAL. END SUMMARY.

2. EMBASSY CALLED SPECIAL MEETING JAN 16 TO DISCUSS TRAVEL PROMOTION WITH REPRESENTATIVES OF U.S. CARRIERS AND LOCAL TRAVEL AGENCIES WITH A VIEW TO STIMULATING INTEREST IN SPECIAL ACTIVITIES TO PROMOTE TRAVEL TO THE U.S. AMONG FIRMS REPRESENTED WERE TWA, PAN AMERICAN, GREYHOUND, AMERICAN EXPRESS, AVIS, AMERICAN CHAMBER OF COMMERCE IN AUSTRIA, REPRESENTATIVES OF U.S. BANK SUBSIDIARIES AND AUSTRIAN AUTOMOBILE CLUB. ALSO PRESENT WAS MANAGER OF GRAZ FAIR WHO DISCUSSED POSSIBILITIES AVAILABLE FOR COMPOSITE PARTICIPATION IN TRAVEL PROMOTION AT GRAZ SPRING OR FALL FAIR.

3. EMBASSY NOTED LACK OF OFFICIAL FINANCIAL RESOURCES ON USG SIDE FOR TRAVEL PROMOTION BUT EMPHASIZED EMBASSY READINESS TO TAKE A VERY ACTIVE CATALYTIC AND COORDINATING ROLE IN JOINT TRAVEL INDUSTRY INITIATIVES SUCH AS COLLECTIVE PARTICIPATION

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IN SPECIAL PROMOTIONAL PROJECTS; E.G., FINANCIAL AND PERSONNEL

INPUT BY TRAVEL INDUSTRY MIGHT MAKE IT POSSIBLE TO COLLABORATE
IN STAGING A FAIR INFORMATION BOOTH.

4. WE BELIEVE THAT RESPONSE FROM INDUSTRY REPS WAS SUFFI-
CIENTLY FAVORABLE TO JUSTIFY FURTHER MEETINGS THAT MAY LEAD
TO GROUP PARTICIPATION AT GRAZ AND/OR VIENNA FAIRS AS WELL AS
TO AMERIKA HAUS TRAVEL SEMINARS. HOWEVER, WHAT WE NEED FIRST
AND FOREMOST IS SUPPLY OF U.S. TRAVEL BROCHURES IN GERMAN IN
LARGE QUANTITIES.

5. USIS LOOKING INTO POSSIBILITY OF REPRODUCING USTS FRANKFURT,
BROCHURE, LOCALLY, BUT ITS MEANS ARE CLEARLY LIMITED. ALSO, IT
WOULD CLEARLY BE CHEAPER TO RIDE ON USTS PRINT RUN THAN TO GO IT
ALONE. EMBASSY INCLUDING USIS WOULD APPRECIATE WASHINGTON ADVICE ON
WHAT MIGH BE DONE WITH USTS OR AT RSC MANILA.BUCHANAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS, TOURISM PROMOTION
Control Number: n/a
Copy: SINGLE
Draft Date: 03 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976VIENNA00793
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760040-0474
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760285/aaaacxeo.tel
Line Count: 76
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: blochd0
Review Comment: n/a
Review Content Flags:
Review Date: 27 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 MAY 2004 by BrownAM>; APPROVED <06 DEC 2004 by blochd0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TRAVEL USA PROGRAM
TAGS: ETRD, AU, US
To: STATE
USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006